IN THE CLAIMS

Please amend the claims as follows:

Claim 1 (Currently Amended): A system for electronic media distribution, the system comprising:

means for generating a plurality of media items;

a data repository for storing [[a]] respective <u>media</u> metadata <u>items</u> ~~item~~ corresponding to multiple media items, each <u>media</u> metadata item containing metadata relating to the generation of the corresponding media item<u>, said multiple media items being separable and independent from each other</u>;

means for electronically distributing at least some of the media items to a plurality of end-users ~~separate from any respective metadata item~~<u>, the distributed media items forming a distributed program having an associated program metadata item</u>;

means for detecting reception <u>of said distributed media items</u> by the end-users of the <u>distributed program</u> ~~media items~~; and

means for associating, with each <u>media</u> metadata item relating to an electronically distributed media item, a reception indicator indicative of the number of users receiving that media item<u>,</u>

<u>wherein a correspondence between said program metadata item and said media metadata items corresponding to said distributed media items is updated at said data repository based on which media items were distributed as said distributed program to said plurality of end-users.</u>

Claim 2 (Original): A system according to claim 1, in which the metadata item contains at least metadata relating to the planning or commissioning of the media item.

Claim 3 (Previously Presented): A system according to claim 1, in which the media items include audio and video items.

Claim 4 (Previously Presented): A system according to claim 1, comprising means for associating a material identifying code with each media item for electronic distribution.

Claim 5 (Original): A system according to claim 4, comprising means for receiving the material identifying codes of media items received by end-users.

Claim 6 (Original): A system according to claim 5, in which the receiving means comprises a modem link to the end users' receiving apparatus.

Claim 7 (Currently Amended): A system for electronic media distribution, the system comprising:

means for generating a plurality of media items;

a data repository for storing [[a]] respective media metadata items item corresponding to multiple media items, each media metadata item containing metadata relating to copyright and/or ownership of the corresponding media item, said multiple media items being separable and independent from each other;

means for electronically distributing at least some of the media items to a plurality of end-users separate from any respective metadata item, the distributed media items forming a distributed program having an associated program metadata item;

means for detecting the copyright and/or ownership metadata relating to the distributed media items actually distributed to end-users; and

means for analyzing the <u>distributed</u> media items ~~actually distributed to end users~~ to

determine the content of the media items and generating payment information indicative of a

required payment to the holder of rights defined by the copyright and/or ownership metadata

based on a determination by the means for analyzing,

<u>wherein a correspondence between said program metadata item and said media</u>

<u>metadata items corresponding to said distributed media items is updated at said data</u>

<u>repository based on which media items were distributed as said distributed program to said</u>

<u>plurality of end-users</u>.

Claim 8 (Original): A system according to claim 7, in which the data repository is a

database.

Claim 9 (Previously Presented): A system according to claim 7, in which the media

items include audio and video media items.

Claim 10 (Previously Presented): A system according to claim 7, comprising means

for associating a material identifying code with each generated media item, the material

identifying code being mapped, in the data repository, to the copyright and/or ownership

metadata.

Claim 11 (Original): A system according to claim 10, in which the detecting means is

operable to detect the material identifying code associated with media items to be distributed.

Claim 12 (Currently Amended): A method of electronic media distribution

comprising the steps of:

generating a plurality of media items;

storing [[a]] respective <u>media</u> metadata <u>items</u> ~~item~~ corresponding to multiple media

items, each <u>media</u> metadata item containing metadata relating to the generation of the

corresponding media item<u>, said multiple media items being separable and independent from</u>

<u>each other</u>;

electronically distributing at least some of the media items to a plurality of end-users

~~separate from any respective metadata item,~~ <u>the distributed media items forming a distributed</u>

<u>program having an associated program metadata item</u>;

detecting reception <u>of said distributed media items</u> by the end-users of the <u>distributed</u>

<u>program</u> ~~media items~~; ~~and~~

associating, with each <u>media</u> metadata item relating to an electronically distributed

media item, a reception indicator indicative of the number of users receiving that media item<u>;</u>

<u>and</u>

<u>updating a correspondence between said program metadata item and said media</u>

<u>metadata items corresponding to said distributed media items based on which media items</u>

<u>were distributed as said distributed program to said plurality of end-users</u>.

Claim 13 (Currently Amended): A method of electronic media distribution

comprising the steps of:

generating a plurality of media items;

storing [[a]] respective <u>media</u> metadata <u>items</u> ~~item~~ corresponding to multiple media

items, each <u>media</u> metadata item containing metadata relating to copyright and/or ownership

of the corresponding media item<u>, said multiple media items being separable and independent</u>

<u>from each other</u>;

electronically distributing at least some of the media items to a plurality of end-users

~~separate from any respective metadata item~~, the distributed media items forming a distributed

program having an associated program metadata item;

detecting the copyright and/or ownership metadata relating to the distributed media

items ~~actually distributed to end-users~~;

analyzing the distributed media items ~~actually distributed to end-users~~ to determine

the content of the media items; ~~and~~

generating payment information indicative of a required payment to the holder of

rights defined by the copyright and/or ownership metadata based on the analyzing; and

updating a correspondence between said program metadata item and said media

metadata items corresponding to said distributed media items based on which media items

were distributed as said distributed program to said plurality of end-users.

Claim 14 (Canceled).

Claim 15 (Previously Presented): A computer-readable storage medium encoded with

program code for carrying out a method according to claim 12.

Claim 16 (Original): A medium by which software according to claim 15 is stored or

transmitted.

Claim 17 (Canceled).

Claim 18 (Previously Presented): A computer-readable storage medium encoded with

program code for carrying out the method of claim 13.

Claim 19 (Previously Presented): A medium by which software of claim 15 is stored or transmitted.

Claim 20 (Previously Presented): The system according to claim 1, further comprising:

means for logging a distribution time with a transport identifier for a transmitted media item.

Claim 21 (Previously Presented): The system according to claim 1, further comprising:

means for viewing figures generated at an analysis stage and associated with a metadata item.

Claim 22 (Previously Presented): The system according to claim 4, further comprising:

means for assigning different material identifying codes for different versions of a media item at a time the media item is distributed.

Claim 23 (Previously Presented): The system according to claim 4, further comprising:

means for associating metadata items with each material identifying code recorded for each distributed version of a media item and saving the metadata items with each material identifying code in the data repository.

Claim 24 (Previously Presented): The system according to claim 4, further comprising:

means for monitoring a final version of a distributed media item and subsequently modifying the material identifying code at distribution to include a form in which program is distributed.

Claim 25 (Currently Amended): A system for electronic media distribution comprising:

a media generator configured to generate a plurality of media items;

a data repository for storing [[a]] respective media metadata items item corresponding to multiple media items, each media metadata item containing metadata relating to the generation of the corresponding media item, said multiple media items being separable and independent from each other;

a transmitter configured to distribute at least some of the media items to a plurality of end-users separate from any respective metadata item, the distributed media items forming a distributed program having an associated program metadata item;

a detector configured to detect reception of said distributed media items by the end-users of the distributed program media items; and

an association unit configured to associate a reception indicator indicative of the number of users receiving that media item with each media metadata item of the corresponding media item,

wherein a correspondence between said program metadata item and said media metadata items corresponding to said distributed media items is updated at said data repository based on which media items were distributed as said distributed program to said plurality of end-users.

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Claim 26 (Previously Presented): The system according to claim 25, in which the metadata item contains at least metadata relating to the planning or commissioning of the media item.

Claim 27 (Previously Presented): The system according to claim 25, in which the media items include audio and video items.

Claim 28 (Previously Presented): The system according to claim 25, comprising an association unit configured to associate a material identifying code with each media item for electronic distribution.

Claim 29 (Previously Presented): The system according to claim 28, comprising a receiver configured to receive the material identifying codes of media items received by end-users.

Claim 30 (Previously Presented): The system according to claim 29, in which the receiver comprises a modem link to the end users' receiving apparatus.

Claim 31 (Previously Presented): The system according to claim 25, further comprising:

a logging unit configured to log a distribution time with a transport identifier for a transmitted media item.

Claim 32 (Previously Presented): The system according to claim 25, further comprising:

a display configured to display figures generated at an analysis stage and associated with a metadata item.

Claim 33 (Previously Presented): The system according to claim 28, further comprising:

an assignment unit configured to assign different material identifying codes for different versions of a media item at a time the media item is distributed.

Claim 34 (Previously Presented): The system according to claim 28, further comprising:

an association unit configured to associate metadata items with each material identifying code recorded for each distributed version of a media item and saving the metadata items with each material identifying code in the data repository.

Claim 35 (Previously Presented): The system according to claim 28, further comprising:

a monitor configured to monitor a final version of a distributed media item and subsequently modifying the material identifying code at distribution to include a form in which program is distributed.

Claim 36 (Canceled).

Claim 37 (New): A system according to claim 1, wherein the media metadata item is a unique metadata identifier (UMID).